

**To:** Hawks, Robin[rhawks@blm.gov]  
**Cc:** Booth, Bibi[wobooth@blm.gov]; Nikki Moore[nmoore@blm.gov]; Sally Butts[sbutts@blm.gov]; Peter Mali[pmali@blm.gov]  
**From:** Ady, Janet  
**Sent:** 2017-02-09T16:27:26-05:00  
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**Subject:** Re: WO-420 bullets for one-pager  
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[Orientation Intro Units and Key Messages Feb 9JCA.docx](#)

Hi!

I have some suggestions in Track Changes.

I know that Nikki has others, and Bibi contributed some to Nikki directly.

I think this is a useful and informative addition to the Orientation Book.

Thanks,  
J. Ady

On Thu, Feb 9, 2017 at 2:58 PM, Hawks, Robin <[rhawks@blm.gov](mailto:rhawks@blm.gov)> wrote:

Here is the proposed "enticing" intro to the orientation book. Please send me any edits (in hand written or track changes). Once the text is final, I will include in the book for further formatting changes. Thanks, Robin

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On Thu, Feb 9, 2017 at 1:40 PM, Booth, Bibi <[wobooth@blm.gov](mailto:wobooth@blm.gov)> wrote:

Hi, Robin

I think these will work for us hope they fit the amount of room we'll have. (Janet might have changes, since she's just seeing these now, too. I know you're trying to get this done fast, though.)

Bi

*Bibi Booth*

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#### Unique and Different

- ✓ Some extremely remote National Conservation lands were among the last places mapped in the U. S. One of the darkest night skies in America can be experienced at Grand Staircase Escalante National Monument in Utah. Twenty new dinosaur species have been discovered in this spectacular monument.

#### Open and Accessible

- ✓ Ninety nine percent of the 36 million acre National Conservation lands are open to fishing and hunting.
- ✓ Ninety nine percent of cities with populations over 50,000 in the twelve Western BLM States are within 50 miles of a National Conservation Lands site. Most are free to visit.

#### Substantial Economic Contributions

- ✓ Visitors to National Monuments and NCAs contributed over \$460 million in direct visitor spending, \$230 million in labor income, \$630 million in economic output, and over 7,100 jobs in 2016.

#### Hunter and Angler Partnerships

- ✓ The BLM partners with state governments and wildlife conservation groups throughout the west to improve habitat and populations of wildlife.
- ✓ BLM hosted 6 million fishing visits and 6.6 million hunting visits in 2016. Hunting and fishing expenditures both on and off BLM lands in the twelve western BLM states totaled \$15.9 billion in 2011.

#### Outdoor Learning and Public Land Visits

- ✓ An estimated 4.9 million visitors a year enjoy BLM activities, tours, exhibits, and interpretive programs.
- ✓ BLM Outdoor education programs and hands on learning reached more than 240,000 educators and students of all ages.

#### Job and Career Opportunities for Youth

- ✓ Partner Sponsored youth programs employed more than 6,400 young people in conservation and natural/cultural resources jobs.

#### Volunteers Leverage Funding

- ✓ Over 25,000 BLM volunteers contributed over 1 million hours of service worth an estimated \$24.5 Million.

#### Postive Yelp! Reviews

- ✓ Grand Staircase Escalante: "One of the coolest places I've ever been. It's almost impossible to review the entire monument since it's a massive amount of land"
- ✓ CA Coastal: "This site is ranked number three on the NY Times list of "must visit" places IN THE WORLD and for some very good reasons!"

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